

# CALL CENTER REFLECTION

Service is a critical component of the overall customer experience. When done well it boasts a significant net revenue benefit through increased loyalty and retention, customer spend, and brand differentiation.

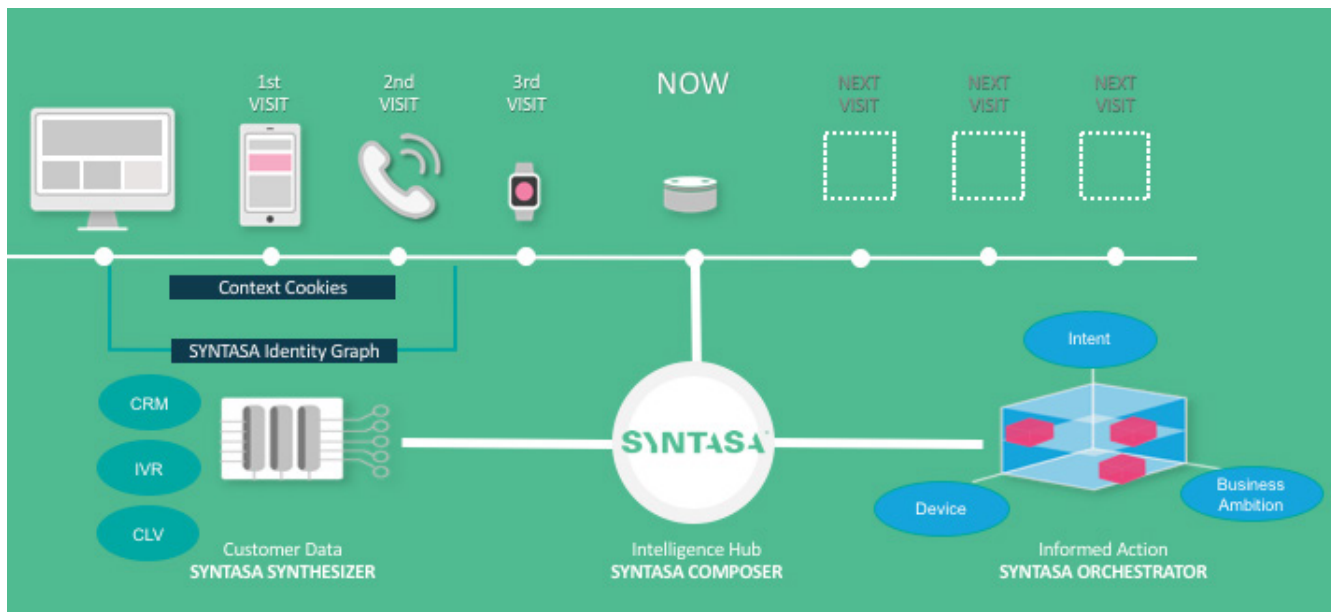
Call centers frequently get regarded as archaic cost centers which no longer serve a purpose in transforming enterprises. Hence the emergence of so-called call center deflection. However, deflection may not be an accurate term; perhaps it should be reflection. With call center reflection, enterprises can use customer data with a behavioral context to discover the optimal path to conversion, retention, and profitability. This does not mean avoid the call center at all costs, since human engagement is a key USP for many brands.

## OLD SCHOOL CCD (CALL CENTER DEFLECTION)

Goal: Reduce the volume of calls received at the contact center by re-routing a customer call to an alternative service channel.

## THE NEW CCR (CALL CENTER REFLECTION)

Goal: Optimize service proposition to lower the cost-to-serve by leveraging efficient omni-channel service capabilities to increase revenues generated from service engagements.



**Figure 1:** Illustrates how clickstream data is blended with enterprise data using SYNTASA to apply models for actionable cross-channel call behavioral analysis

Our approach to Call Center Reflection gets this all set up and running in a matter of weeks so that you can:

- Focus on the macro and micro factors that lead to a call (including all journey events) to provide maximum context
- Identify pain points in the journey which are causing people to deflect to offline channels to complete their transaction
- Score all interactions based on context and behavior
- Link insights to your content taxonomy to inform your CMS, email, and other systems
- Apply machine learning to predict future behaviors and output the next-best action
- Associate propensity to call model with offer modeling to enrich:
  - + Agents' ability to quickly up-sell/cross-sell or provide the optimal renewal offer
  - + Digital channels to have the context to personalize offers displayed to the customer
- Deliver a bespoke service experience to each and every customer
- Leverage enterprise data in your big data environment with an on-premise or VPC solution to:
  - + Uncover insights with full 360 context from call center logs, digital clickstream, CRM, etc.
  - + Realize closed-loop impact analysis and benefits based on truly measurable incrementality
  - + Enrich existing internal systems (including the legacy call center)
  - + Construct omni-channel insights in compliance with GDPR
- Identify the outcomes of marketing activities and optimize accordingly
- Measure and optimize emerging service channels (e.g., chatbots and voice agents)

---

## BENEFITS

- Meaningful in-context calls
- Increased First Call Resolution (FCR)
- Reduced Cost to Serve (CTS)
- Increased Revenue per Call (RPC)
- Increased NPS for service and experience
- Reduced churn, increased loyalty
- Optimal digital self-service experience

## STILL, WHY EVEN BOTHER?

- 80% of CEOs believe they're delivering a superior customer experience but only 8% of their customers agree (*Bain & Company, "Closing the Delivery Gap"*)
- Service has a significant impact on KPIs such as churn, lifetime value, and NPS
- Customer support and service calls traditionally make up a significant proportion of call center volumes
- Research shows that a large proportion of service calls start with an online engagement
- Identify and execute appropriate channel strategies for different segments of customers (e.g., best offers to deliver at the best time)
- Realize incremental revenue benefits within weeks of applying insights

---

# INTRODUCING THE CALL CENTER INTELLIGENCE APP

The first step in building a call center intelligence app is preparing a multi-device behavioral schema. This involves generating one or more comprehensive identity graphs spanning across multiple devices, as well as loading clickstream and IVR data. SYNTASA apps are preloaded to handle these and the Call Center Intelligence App becomes highly configurable, allowing bespoke definition of all events of interest to be included in modeling and analysis (pages, evars, custom events, etc). A blended schema includes attributes from wider enterprise data (reason codes, call duration, etc) and time window for doing the analysis. Additionally, by applying the AI Assisted algorithmic approach, events of interest can also get mapped to key steps in the user journey.

## HISTORIC & ONGOING ANALYSIS

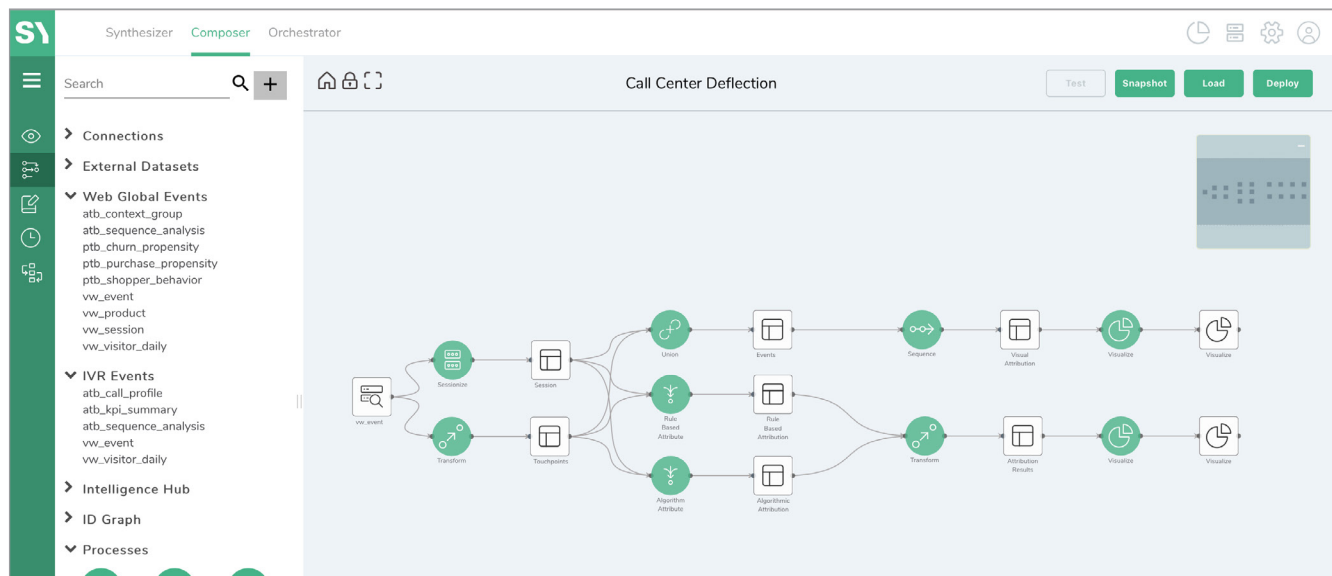
- Each individual user's journey is described as a series of steps which lead them to either call (or not call) a call center
- Accompanying visualizations make analysis of user journeys intuitive through path and sequential modeling
- Significant contributors leading to a placed call are identified algorithmically

## HISTORIC & ONGOING REPORTING

- A reporting dataset is automatically created that allows users to review contribution factors, steps, individual events/pages, time lags between events, and call characteristics
- Accompanying visualizations allow user to analyze time lags between important events and when a call is placed

## CALL PROPENSITY MODEL

The comprehensive call propensity model identifies a user's propensity for placing a call within the next X number of days, which gets pushed into the UCI Hub (Unified Customer Intelligence Hub) for activation. A root cause analysis, combined with the important features of the model, will generate insights and learnings based on set goals (e.g., reduce number of calls).



## ADVANCED FEATURES TO EVOLVE AND FUTURE-PROOF THE MODEL

- **User characteristics**  
Assuming detailed call data logs are available, a user's calling behavior can be segmented to detect actionable cohorts (e.g., frequent callers, occasional callers, never callers, complex callers). These cohorts are analyzed in detail to provide the next best action and the factors which will contribute to ideal outcomes.
- **Call characteristics**  
Assuming detailed call data logs are available, AI Assisted modeling can categorize calls in cohorts (e.g., simple call, complex call, avoidable call, necessary call) and enable deep analysis of these behaviors.